# GOVERNMENT OF INDIA
# TEXTILES
# LOK SABHA

STARRED QUESTION NO:690
ANSWERED ON:13.05.2005
NATIONAL POLICY ON JUTE
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**Will the Minister of TEXTILES be pleased to state:**

(a) whether Government has recently announced a National Policy on Jute;

(b) if so, the salient features thereof;

(c) the number of ailing units in jute industry, state-wise;

(d) whether the views of the jute related organizations working under various Ministries have been considered and incorporated in the said policy;

(e) if so, the extent to which the interest of jute workers and organizations have been protected; and

(f) the steps taken by the Government to improve the marketing and export of jute products?

## Answer

MINISTER OF TEXTILES ( SHRI SHANKERSINH VAGHELA )

(a) to (f) A statement is laid on the table of the House.

STATEMENT REFERRED TO IN REPLY TO PARTS (a) TO (f) OF LOK SABHA STARRED QUESTION NO.690 FOR 13.05.2005.

(a) & (b) Yes Sir. Government has announced the National Jute Policy 2005 of India on 15th April 2005. The objectives of the policy are to increase the quantity of export of jute and jute products by achieving a CAGR of 15% per annum, produce good quality jute fibre and value added diversified jute products, ensure remunerative prices to the jute farmers and enhance per hectare yield. The National Jute Policy is also aimed at enabling jute farmers to produce better quality jute fibre and ensuring remunerative prices. The specific sectoral thrusts to achieve the aforesaid objectives are to:

(i) Enhance R & D efforts to improve yield and quality of jute fibre along with improved emphasis on technology transfer and better agronomic practices.

(ii) Accelerate Modernisation of the jute industry

(iii) Restructure and revitalize the existing Public Sector undertakings.

(iv) Revamp the Market Support Scheme to enhance the share of exports in total production of jute goods from existing 18% to 35% in next 10 years.

(v) Enhance efforts in R&D to achieve higher degree of jute diversification to restructure and revamp existing public institutions and establish new ones to give a fresh impetus to the jute sector.

(vi) Operationalise the Jute Technology Mission expeditiously.

(c) The State wise number of ailing units in jute industry are given below:-

| | |
|---|---|
| West Bengal | 29 |
| Orissa | 1 |
| Tripura | 1 |
| Andhra Pradesh | 1 |

Uttar Pradesh 2
Bihar 1

(d) To elicit the views of all the stake holders of the jute sector in the formulation of the National Jute Policy, a National Conference was held on 19 & 20th November 2004 at Kolkata The conference had representation from all the important stakeholders, including representatives from jute related organizations under the Union and State Governments. The conference was also attended by the representatives of Trade Unions in the Jute Industry. The recommendations of the conference were taken into account while framing the National Jute Policy 2005.

(e) With the rise of inescapable competition facing the Indian jute sector, both in the international and domestic markets, it will be the endeavour of the Government to facilitate upgrading the skills of both workers, and supervisors and managerial staff who are employed in the jute industry. The Government will support programmes of organisations and institutions engaged in HRD that address the professional manpower needs of the industry.

In recognition of the pioneering role of IJT, this institution will be assisted to grow and progress as an autonomous institution on innovative lines. It will be developed as an International Centre for Education in Natural fibres.

The Government will ensure that statutory dues of the workers engaged in jute mills are paid in time. The working conditions and emoluments of workers should improve so that the quality of life of such workers is enhanced. The Government will ensure that there is no exploitation of labour.

(f) The National Jute Policy 2005 enunciates that with regard to marketing, the thrust will be on adopting suitable market promotion programmes for increasing consumer awareness and highlighting the environmental advantages of jute by working closely with Environmental groups. The Policy envisages an objective to increase the export of jute and jute products to nearly Rs.5000 crores by 2010 from the current level of almost Rs.1000 crores. Towards achieving the above target the following measures have been proposed in the policy:-

1. Establishment of a multi disciplinary institutional mechanism to formulate policy measures and suggest specific action plans

2. Creation of a "Brand Equity Fund", for jute and jute products consistent with WTO norms;

3 . Incorporation of an Export Promotion Council in the National Jute Board to effectively facilitate promotional efforts aimed at boosting exports of jute and jute products.